

CABLE

• Shopping services, bill-paying will go fiber optic

Continued from Page A1

are endless, thanks to a state-of-the-art fiber-optic network the company began installing last year.

For now, it means parents, using a personal code word, may control their children's viewing habits by blocking out any channels they choose.

Or, those who want to watch sports but aren't sure what channel to flip on can consult a 12-hour on-screen guide for listings.

Warner Cable customers may also program their favorite channels into their remotes, bypassing, perhaps, infomercials or real estate listings. The remote control will function much as a mouse does for a personal computer.

And to order a pay-per-view movie or event, subscribers won't have to fumble with special codes. That movie will be available at the push of a button.

Warner has more news.

Twelve new channels — including the much-demanded Weather

Channel, Court TV and ESPN 2 — will also be offered to those who pay for them.

Premium channels, HBO 2 and 3, and Showtime 2, which have different programming from regular HBO and Showtime, will also be offered, plus a new premium channel called FLIX, featuring movies from 1960 through the '90s.

The new services will cost more, however. And understanding the rate structure can be complicated.

To receive programming beyond Warner's basic tier requires a new, in-home terminal. That will cost \$3.45 a month, not including a remote, which will cost 15 cents a month.

The new fee replaces existing equipment charges that range from 6 cents to \$2.99 for a top-of-the-line terminal with volume control.

If you subscribe to Warner's Satellite Tier, which includes such popular cable stalwarts as CNN and MTV, as well as the People's Choice Package (Discovery, Amer-

ican Movie Classics and WTBS), then you will need the new equipment and will pay a minimum of 46 cents more a month for it.

Then there are the programming charges.

For the 12 new channels, the programming cost is 95 cents a month for those who already have the People's Choice Package, or \$2.95 with either the Basic Tier or Satellite Tier.

Warner, which has 100,000 customers in the area, will install the new terminals from its technical hub in Akron and work out toward the suburbs. The entire system should be installed by February 1995.

Warner Cable customers will be notified in writing a month before their area is outfitted.

How can all this happen? Fiber-optic cable is more reliable than coaxial and allows for the multiple communication capabilities, according to Warner Cable officials.

Fiber optics are thin filaments of glass through which light beams are transmitted over long distances carrying enormous amounts of data. In many cases they replace coaxial cable, the traditional way of transmitting programming.

Warner Cable will use a hybrid system, mixing fiber optics and coaxial cable, said spokeswoman Avis Boyd.

Here is a schedule of when new Warner Cable terminal installations should be completed in various areas of Akron bounded by the following roads:

- Howe Avenue/North Street/Brittain Road/Main Street: February.

- North/Interstate-76/state Route 50/Brittain Road: February.

- Exchange Street/Steiner Avenue/Route 50/state Route 8: March.

- Akron-Peninsula Road/Exchange Street/Portage Path/downtown Akron: March.

- Cuyahoga Falls Avenue/Cuyahoga River/Furnace Street/Main Street: April.

- Steiner Avenue/state Route 224/South Main Street/Interstate 77: April.

- Interstate 76/Route 224/Interstate 77/Hillish Avenue: May.

- Wooster Avenue/East Avenue/Manchester Road: May.

- West Market Street/Frank Boulevard/Greenwood Avenue/Wooster Avenue: May.

- Exchange/Opportunity Parkway/Wooster Avenue/Greenwood Avenue: June.

- Frank Boulevard/Hawkins Avenue: June.

- Hawkins Avenue/West

Market Street/North Portage Path: June.

- Kenmore Boulevard/Manchester Road/Bartgas Street/Firestone Parkway: June.

- Interstate 76/Brittain Road/Eastwood Avenue: July.

- Interstate 76/Scholarling Street/Triplatt Boulevard: July.

- North Hawkins Avenue/Sand Run Parkway with Fairlawn: July.

Here's when areas outside of Akron should expect installation:

- Wadsworth/Wadsworth Township: March.

- Fairlawn and nearby areas: September.

- Cuyahoga Falls, Phase I: October.

- Cuyahoga Falls, Phase II: November.

- Munroe Falls: November.

- Silver Lake: November.

- Stow, Phase I: November.

- Stow, Phase II: December.

- Tallmadge: December.

- Barberton: December.

- Coventry Township: January.

- Doylestown: January.

- Norton: January.

- Lakemore: January.

- Mogadore: January.

- Springfield Township:

January 1995.

Here are the new channels available under Warner Cable's People's Choice category:

- WGN (Channel 38)
- ESPN2 (Channel 39)
- Comedy (Channel 40)
- The Cartoon Channel (Channel 41)
- E! (Channel 42)
- Country Music Television (Channel 43)
- The Learning Channel (Channel 44)
- Bravo (Channel 45)
- Court TV (Channel 46)
- C-SPAN II (Channel 47)
- VHSN (Channel 48)
- Local Programming (Channel 49)

Here is what Warner Cable already offers:

- Basic Tier: Thirteen basic channels, including the major networks, FOX, PBS and QVC.

- Satellite Tier: Seventeen channels, including Black Entertainment Television, USA, CNN, MTV, ESPN and C-SPAN I.

- People's Choice: Discovery, American Movie Classics and WTBS.

- Optional: Fifteen channels, including Cinemax, The Disney Channel, Home Box Office and Showtime.



"That will mean you can order 'Gone With the Wind' through your television, have a compressed version sent to your house in eight seconds and stored in your converter box."

STEPHEN FRY
president, Warner Cable
of Akron

Warner executive looks at cable's future

• Technology is available to give subscribers more choices by early 1994

BY STUART DROWN
Beacon Journal business writer

A small group of people from local businesses and government got a glimpse into cable television's future Wednesday night.

Using equipment that is still under development, Stephen Fry, president of Warner Cable of Akron, gave a demonstration at downtown Akron's Cascade Plaza Hotel of what will be possible with high-definition television and compression technology. High definition increases the detail on the television screen; compression technology gives companies the ability to squeeze 12 channels into one on the cable.

Anticipating the advances, Warner is embarking on a \$27 million fiber optic system upgrade that by February 1994 will in-

crease the amount of viewer options to the Akron area's 97,000 Warner subscribers. Among other things, Warner's channel capacity will increase to 72 from 40. But with compression technology, viewers will have access to even more programming.

Fry used a prototype television built by General Instruments to show the group how new television and cable technology will revolutionize the video industry — bringing sharper, clearer images that enable a viewer to see the pollen on a bird's beak or the scales of a fish as well as hear compact disc-quality sound.

"We just want these people to see what we are seeing to give them a sense of what is possible," Fry said.

The demonstration only hinted at the possibilities Fry and Warner Cable envision — interactive television that will allow viewers to call up movies or information on

See CABLE, Page C11

The Beacon Journal, Thurs. Nov. 12

CABLE

• 5 percent hike announced this week not connected to improvements, exec says

Continued from Page C7
demand.

Ultimately, subscribers may be able to tap into the vast resources of Warner Cable's parent, Time-Warner Inc., to call up current or back issues of Sports Illustrated or

other Time-Warner magazines, HBO television offerings, or the Warner Brothers movie library.

With compression technology, Warner would be able to "digitalize" a movie, meaning converting the signal into one made up of ones and zeros. A converter box on the subscriber's television then reconstitutes the signal into a movie.

"That will mean you can order *Gone With the Wind* through your television, have a compressed version sent to your house in eight seconds and stored in your converter box," Fry said.

The box would then decompress the movie so that viewers could

watch it at its regular speed.

Warner Cable is paying for the investment from its own pocket. It hopes to recoup its investment by increased revenues from an added tier of programming and two additional pay-per-view channels, Fry said.

"We know there will be businesses that will be able to use this system," Fry said.

This week's announced 5 percent rate increase is not linked to the company's system improvements, Fry said. The rate increase was a result of higher costs from programming, taxes, and employee benefits.

THE 9000 TERMINAL

Featuring

Keypads on front of terminal

Message indicator light

Timer indicator light

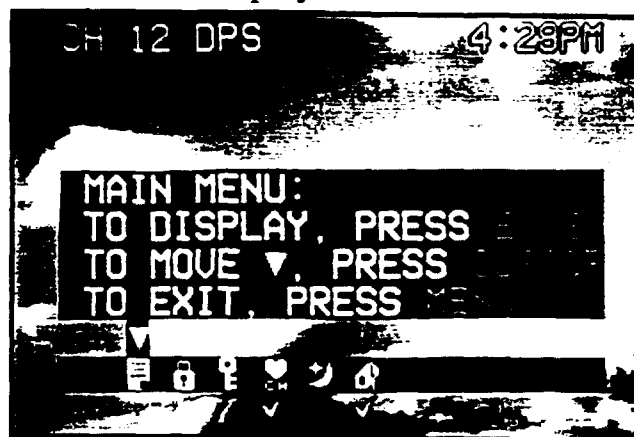
Picture symbols with checkmark display

Benefit

Easy to access
Convenient to stack

"At a glance" notice


"At a glance" note taping in progress



Main Menu:
To display, press Enter;
To move ▼, press Cursor;
To exit, press Menu

Pay-Per-View movie menus; program guides; program timer selections; parental control features; converter options; multiple page announcements; and more.



CH Lockout Definition:
To Lock/Unlock Channels,
First select 
to Enter Passcode

Parental control by individual channel or by all Pay-Per-View.



Channel Lockout Key:
Viewing is Denied;
To Allow viewing, Press Enter

Customer selectable/changeable 4-digit Passcode.



Favorite Channels
Channel is on
 Favorite List;
To remove, Press Enter

Unlimited favorite channel memory with dedicated selection key.



Sleep Timer:
Timer is not active;
To change, Press Enter

Sleep timer selectable through on-screen display in 30, 60, 90 and 120 minute increments.



Private Messages:
You have a message to view,
Press Enter

Timely receipt of key information from your cable company.

THE 9000 TERMINAL

Featuring

Program timer

Pay-Per-View ordering

Frequently used buttons in
upper section

"Last channel" button

Menu control key names

Menu
Cursor
Enter

Benefit

Taping at your convenience
Advance order Pay-Per-View with
automatic program tune-in

"Instant" ordering without use of
phone

Easy on-screen ordering guide

Just push a button

Remote controlled. . .

Handy to use

Quick and easy channel change
Jump between two favorite
programs

Familiar terms

OPERATIONS OVERVIEW

Pre-Upgrade

- 39 Total Channels of Programming
- 2 Channels of Pay-per-View Programming

Post-Upgrade

- 59 Total Channels of Programming
- 5 Channels of Pay-Per-View Programming

	<u>Greater Akron Area</u>	<u>City of Fairlawn</u>
● Miles of Cable	1,574	39
● Homes Passed by Cable	173,962	2,646
● Customers	102,946	2,119
● Schools Served (Public, Private and Parochial)	145	1
January month-end data		
● 1993 Franchise fees		\$33,911

**WARNER CABLE
CITY OF FAIRLAWN
UPGRADE
Q & A/ISSUES**

Why is Warner doing an upgrade anyway? I'm satisfied with what I have now and think it's just a way for them to raise their rates?

Warner Cable is under contract to this community to provide television programming that is of both interest and benefit to this community. Our contract, or franchise as we call it, insures we continue to receive quality, cost effective, services with the latest in technology in mind. This upgrade will do just that, as well as, possibly attract or contribute to more economic development of our community because of the type of communications equipment being installed.

Then why does it take so long, or we have to wait so long to get these new services?

Warner's upgrade is being done in two phases. The first was the construction phase which required replacement of most of the existing cable to introduce the new fiber optic technology. This meant starting at their main technical facility which happens to be located in Akron, and work outward, through all the City of Akron and then toward the suburban areas. This construction phase will be on-going throughout the year. However, since some of the construction is finished, the second phase is to market some new channels and services. That phase will be conducted in the same manner, and Warner will work outward again.

Why did they need to introduce fiber optics? I keep hearing a lot about it but don't really understand the benefits?

You currently receive your cable signals on a cable made of a material that allows easy carriage of those signals. A fiber cable is made of a material that can not only carry more signals, so you can receive more channels, but also it does not require the use of as much extra equipment to bring that signal to you. Decreasing the amount of extra equipment means fewer technical problems that could occur thus fewer interruptions of your cable service.

Why are they forcing us to take this new box? I didn't have to have one before, and now it's going to cost me \$3.60 for the box and remote.

As you have probably read and heard on the news, our country is in a communications explosion timeframe. We all want to know what's going on where, with whom, and for how long. You can see the changes in all the home electronic equipment available today, as well as some of the new technology we take advantage of in our local community. As Warner upgrades the technology to deliver cable signals outside the home, the in-home equipment is upgraded also. This new home terminal is much different than any of the previous converter boxes. It has features to allow parents to control the viewing of their children, features to keep you better informed of what's on TV, as well as features to automate when you may want to watch or tape programs. It will provide a better delivered product to your home. That's why Warner's invested so much money in this asset (\$20 million). The remote is what allows you to control the features of the box.

As for the cost, with the new cable law, the FCC regulated the way cable companies had to charge for equipment. The FCC gave cable companies a formula to even calculate what the charge should be for a piece of equipment based on its cost to the cable company.

How do I get this new box?

Warner representatives will contact you directly to schedule delivery of the new home terminal, and that delivery will not cost you any money.

Why didn't Warner bring The Sci-Fi Channel to the area?

Warner has to negotiate with each and every programmer or channel company that you see on your channel line-up, even the local broadcasters as you may recall from some of the channel line-up changes earlier. The new channels being offered were not only selected because of customer feedback given to Warner, but also because of the reasonable costs Warner was able to negotiate. This allows the new services to be offered to you for the dollar amounts that they are.



It's Extreme!



It's Looney!

**It's Nothing
But Net!**



*It's Worth
Singing About*



WARNER CABLE

Basic Service	2	WKYC/NBC	Discovery Package	35	DISCOVERY
	3	WDLI/IND		36	AMERICAN MOVIE CLASSICS
	4	WAKC/ABC		37	WTBS/IND
	5	WWIZ/PBS	Entertainment Package	38	WGN
	6	WUAB/IND		39	ESPN2
	7	WARNER VIDEO PAGES/ COMMUNITY ACCESS		40	COMEDY
	8	WBND/IND		41	THE CARTOON CHANNEL
	9	WJW/CBS		42	E!
	10	WEAQ/PBS		43	COUNTRY MUSIC TV
	11	WEWS/ABC		44	THE LEARNING CHANNEL
	12	WOAC/IND		45	BRAVO
	13	WDIO/FOX		46	COURT TV
	14	OVC		47	C-SPAN II
	15	GOVT ACCESS/BET		48	VISM
	16	EDUCATIONAL ACCESS		49	LOCAL PROGRAMMING
	17	MUNICIPAL ACCESS/CNBC	Optional	50	PAY PER VIEW PREVIEWS
Satellite Tier	18	HEADLINE NEWS		51	PAY PER VIEW1
	19	USA		52	PAY PER VIEW2
	20	NICKELODEON		53	THE MOVIE CHANNEL
	21	CNN		54	CINEMAX
	22	LIFETIME		55	THE DISNEY CHANNEL
	23	MTV		56	SHOWTIME
	24	ESPN		57	HOME BOX OFFICE
	25	TNT		58	HOME BOX OFFICE
	26	ARTS & ENTERTAINMENT		59	HOME BOX OFFICE
	27	THE FAMILY CHANNEL		60	SHOWTIME 2
	28	THE WEATHER CHANNEL		61	FLIX
	29	THE NASHVILLE NETWORK		62	PAY PER VIEW 3
	30	SPORTSCHANNEL OHIO		63	PAY PER VIEW 4
	31	C-SPAN I		64	PAY PER VIEW 5

**I will be visiting
your home in the
next 24 hours. Call
me for a convenient
appointment.**

**You must have our new Home Terminal
to receive any services above Basic Service.**

Your Warner Cable Representative

*These services are also available on an a la carte basis.

W

We're
Making Your
Neighborhood
Picture Perfect.



WARNER CABLE

© 1994 Warner Cable

Please read reverse side for important details
about our system upgrade

Cable Television Construction Notice.

We're upgrading our system with fiber optics in your neighborhood.

Our construction crews will need to do much of their work between 2 AM and 6 AM. In addition, some work will need to be done between 8 AM and 4 PM Monday – Friday and Saturday from 6 AM to 2 PM.

We apologize for any temporary inconvenience. Call 633-1875 if you have any questions. We're Making Your Neighborhood Picture Perfect!



WARNER CABLE
Great Performances. Every Day.



Mrs. Fran Miller
Fairlawn City Councilwoman, Ward 3
329 Ormsby Rd.
Fairlawn, OH 44333

Subject: Warner Cable of Akron Service Change

Dear Mrs. Miller:

I wish to acknowledge and thank you for the information package provided by Warner Cable to Fairlawn City Council transmitted to me by Charles Viering, I understand to be well known to you. Charles and I are strongly opposed to Warner's actions as you well know. I would like to comment on the information package briefly and follow this with a position statement of the situation as I see it. In doing so, please understand that I have solid technical backing for this.

The Warner Cable information package given to Fairlawn city Council is a cleverly crafted work of smoke and mirrors designed, on the one hand, to obscure and misinform regarding what Warner is doing, and put Council in the unfair and uncomfortable position of being a front or buffer between them (Warner) and the citizens of Fairlawn on the other. If I were on Council I assure you this kind of treatment would infuriate me!

Fundamentally, the package matter breaks down to four main issues:

1. Misinformation - The news articles included simply have nothing to do with the changes Warner is making. The technology discussed is totally outside of this and will require major additional changes over many years to accomplish. Also, please note that Warner is not providing any advance information to subscribers.
2. Failure to Disclose or Fully Disclose Pertinent Facts and Information - Warner suggests the need for their Pioneer BA 9000 box is because they are converting their system from coaxial cable feed to fiber optic feed. This is simply not true! Fiber feed is advantageous to Warner for reasons described - but it affords little improvement for the home viewer. To use fiber cable, Warner must digitize its feed and then convert it back to analog feed (coaxial); which can then feed directly to any cable-ready TV or VCR. No box is needed, unless Warner's feed is scrambled in addition to being digitized.

In short scrambling is not a part of fiber optic technology. Digitizing is essential, but must be converted back to analog (coaxial) feed for your TV set. Warner conventionally scrambles premium entertainment service. Charles and I have no problem with this - but when they scramble conventional and public information channels now provided as clear feeds - for the single purpose of forcing the lease of boxes - We vehemently protest!

Further, the box will only process one channel at a time. Viewers with cable-ready sets can no longer video tape (for example) CH16 and watch CH33. they will need two boxes for this. Picture-in-picture will not work either - and if a PIP set has two internal tuners - forget it! Warner is saying nothing about this. (See article attached). Cable-ready capability is permanently reduced over 60%.

3. Fairlawn Council - Patsy for Warner - I think Warner Cable has a lot of gall to remind Council of all the good things they do for the community and how much money is received in franchise fees, suggesting that it is now time to return the favor by keeping Fairlawn subscribers off of Warner's back. And then - providing instructions on how to do it! Incredible!
4. The Money Issue - Warner Cable's objective is to install - on average - two boxes in every subscriber's home. There are 102,000 subscribers in greater Akron. This represents a basic increase in income to Warner of \$8,813,000 annually, and assuming 30% increase over present cable cost - an added \$10,000 in franchise fees to the City of Fairlawn. The question is - is Fairlawn willing to sell-out its citizenry for a paltry sum like this?

But now on to my basic views of this whole situation.

I have received a number of replies to my letter which, as you know, I distributed widely. I enclose those received from John Glenn and Karen Doty. They are somewhat typical in that they seem to have missed the thrust of my concerns almost completely, confused by a seeming conflict of facts, lack of understanding of the underlying technology, and failure to understand the language involved - or perhaps I wrote my letter poorly. Mr. Glenn explained that he voted for cable rate reductions but is surprised that rates increased. Apparently he does not understand that he and the others in the US Congress have simply been had by the cable industry. Further, he confuses "cost" of cable service with cable "rates", and totally misses all of the technology issues like scrambling vs. digital feed, "upgrade" vs. "downgrade" etc. Karen's problems are much the same - I will try to sort some of this out for her. Warner Cable must not be permitted to pull this same form of trickery on Fairlawn!

I believe Warner Cable of Akron's practices and methods they are employing are predatory as follows:

1. Civil and Criminal Fraud - By making misleading statements, failure to disclose or fully disclose pertinent facts and information. Refusal to currently disclose publicly their intended plans. Repeated reference to the change as "upgrade", whereas it is in fact a "downgrade".
2. Racketeering - Disabling and holding hostage performance capability of cable-ready TV receivers pending payment of lease for unscrambler boxes in the case of all channels now broadcast as clear feed.
3. Destruction of Personal Property and Intent to Commit Harm - The Warner Cable system will permanently reduce the capability of cable-ready receivers by at least 60%. This is in fact cable piracy in reverse with Warner Cable the perpetrator. It is a bad technology; which Warner has spent a great deal of money for. Even if the boxes were free, the situation would remain.
4. Interference with Interstate Commerce - Rendering cable-ready TV receivers currently being manufactured, advertised, and sold as such no longer useful and customers not being informed. Scrambling broadcast channels without consent of individual advertisers or public consent. (I have not been able to establish the position of any broadcasters on this).
5. Infringement of Constitutional and Civil Rights of the General Public (as well as myself). - By scrambling (arbitrarily and with intent) public service channels (CNN, C-Span, C-Span II, etc.) in order to increase revenues beyond prescribed rates for this service. Interference with the public's right to know and freedom of choice.
6. Intent to Coerce Public Officials - Noted in the preceding comments regarding Fairlawn City Council.
7. Invasion of Privacy - The cable box is tied into a remotely located computer network, which in fact may be located anywhere in the world. The computer will not only keep tabs on premium service usage, but will also control services provided. This may be OK, but try to get an incorrect billing straightened out. Worst of all, the computer will be able to watch and keep data on your personal viewing habits - type of programs - time of day - little things like that; which will have special commercial value to Warner Cable, and - it will be capable of cutting your service off at any time, by accident or whim or any reason - without notice. Then try to get it restored - a difficult task at best.

D. Breach of Franchise Contract Agreement Provisions

I do appreciate your interest in this Warner Cable matter. I guess the simplest measuring stick for this is; Is this a good thing that Warner is doing for the public and is it in their best interests? In all honesty, I firmly believe the answer must be a resounding NO! The solution is obvious to me. Warner Cable needs to be convinced that their best interests lie in turning their scramblers off for all but premium service (simply pushing a switch) and providing boxes only for premium subscribers. This would not adversely affect Warner's plans and technical capabilities for expanded service.

Please feel free to distribute this as you wish. I am available to discuss this personally with you or others at any time.

Sincerely Yours,

Gerald V. Wootton

cc: C.J. Viering

ET 93-7

*Warner Cable PR Package to Fairlawn, OH
City Council & Mayor - December, 1993*

DOCKET FILE COPY ORIGINAL



WARNER CABLE

A Time Warner Entertainment Company

Stephen R. Fry
President
Northeast Ohio Division



WARNER CABLE

1655 Brittain Road
Akron, Ohio 44310-3998
(216) 633-9203
(216) 633-7970 - Fax
A Time Warner Entertainment Company



WARNER CABLE

Stephen R. Fry
Division President

Northeast Ohio Division
1655 Brittain Road
Akron, Ohio 44310 (216) 633-9203

December 17, 1993

The Honorable Peter M. Kostoff
Mayor, City of Fairlawn
3487 South Smith Road
Fairlawn, OH 44333

Dear Mayor Kostoff and Members of Fairlawn City Council:

As you know, Warner Cable is installing a state-of-the-art fiber optic cable system throughout the neighborhoods of the greater Akron area. I am pleased to announce we are now ready to introduce new programming choices via new technology in the home, and all focused on responding to consumer demands while creating a marketplace for the future.

Just as we are constructing our fiber network in a phased approach, community by community, so will we approach our marketing effort. In the right panel of your folder is a sample 30-day customer notice we will be mailing to your constituents, prior to any channel line-up changes as a result of the marketing effort. It delineates our new channel line-up. This line-up will be effective only for the group of customers who receive the notice. Following the letter is a map of our scheduled marketing activity and timeframe per geographic area. *Until you receive our follow-up notice of marketing activity in your area, your constituents' line-up will remain the same as it is today.*

Our goal is to be the preferred provider of entertainment, information, and telecommunications services. To prepare customers, we will be installing a new type of converter box, the "9000" home terminal, on each TV set connected to any level of our service above the Basic Tier. Each home terminal will be leased to customers for \$3.45 per month. The associated remote control will be \$0.15 per month, plus tax. Each will be itemized on the cable bill, thus replacing the current equipment charges.

Behind your map of activity is a brief outline of some of this new terminal's features and benefits for our customers. As you may note, the use of on-screen picture symbols prompts interactivity, and the remote's menu control keys operate in a computer-like fashion. Our utilization of such technology indeed competitively postures greater Akron with other major markets in Ohio. Our telecommunications infrastructure not only positions your community for the 21st century, but it fosters Warner as a contributor to the joint economic development in the Northeast Ohio region.



-2-

Since our new signal delivery of the Satellite Tier, any a la carte services, or any premium services, requires installation of the home terminal to receive them, a Warner Cable representative will visit each customer's home to personally present and install the terminal. At that time, the customer can choose any one or all of our new programming channels. In the left panel of your folder is a customer information sheet with the updated rates for the new services and equipment. All existing rates remain the same! These sheets will also be provided to customers as contact is made.

Please be aware that all customers who subscribe to the current a la carte services, can purchase all the new expanded services for \$0.95 per month! Why such a good price? Because the more variety of programming our customers have available, the more satisfied they tend to be. Please be sure to read our "Did You Know" piece as well as the Q&A sheet we've prepared to assist you in answering possible constituent questions.

We've invested \$60 million in this upgrade effort; we continue to grow our franchise fee payments; we're an active contributor to education via our Cable in the Classroom program; and we will continue our community involvement. If you've ever wondered why, it's because we're committed to Northeast Ohio. Enclosed is your bookmark, compliments of The Learning Channel, to always remind you.

Our press conference on these changes is Tuesday, December 21, at 10:00am at our Brittain Road office. Please join us if you can. There will be more specific information on our new programming services as well as a demonstration of our new home terminal. We will also begin to air a video presentation of our efforts on our Community Channel 7. Otherwise, please contact me should you have any further questions or desire a personal presentation. I will keep you informed as we get closer to beginning personal appointment delivery of the terminals.

It is indeed my hope that you share in the excitement of this positive communications jolt, as Warner continues "leading the way" in the greater Akron area.

Sincerely,

Stephen R. Fry

December 1993

Dear Valued Warner Cable Customer:

WARNER CABLE HAS BEEN MAKING YOUR NEIGHBORHOOD PICTURE PERFECT!

During the last several months we've been installing a state-of-the-art cable system in your neighborhood featuring extensive use of fiber optics. As you may know, fiber optic technology enhances picture quality, reduces service interruptions and increases the number of channels we can offer.

We are now ready for the next phase of this expansion.

1. On January 24, 1994 your channel line-up will change as noted on the reverse, including The Weather Channel.
2. Shortly thereafter, a representative of Warner Cable will contact you to install our new Cable TV converter box, or home terminal, on each TV set connected to any level of service above Basic Service. (see reverse) At that time, you can subscribe to the Expanded A La Carte Package (positions 38-49).
3. Each home terminal will be leased to you for \$3.45 per month. A remote control will be available for \$0.15 per month, plus tax. The home terminal and the remote control will be itemized on your cable bill, replacing your current equipment charges.

As part of our continuing effort to improve the technology and reliability of your system, each TV set connected to any level of service above the broadcast Basic Service must be connected to our new home terminal. The home terminal will give you features such as an on-screen channel line-up, an on-screen programming guide to let you know when your favorite programs are on, volume control, favorite channel recall, increased parental control and other improvements. The home terminal will also allow us to provide many of the types of services being developed for the future -- "video on demand", in-home shopping, interactive programs, data services, in-home banking, etc.

If you currently subscribe to the Satellite Tier, any A La Carte Services or any Premium Services, you will need a home terminal to continue receiving these services.

This is an exciting time in the communications industry. Many new entertainment and information services will be available to you in the next 30 days, making your cable system one of the most innovative and responsive in the country. You and your family will have the power to choose the television services which are right for you. And, we will continue providing high quality Customer Service to each one of our customers in the Greater Akron area.

At Warner Cable, we are bringing the future of television home to Greater Akron.....**today!**

Sincerely,



Stephen R. Fry
President, Northeast Ohio Division



WARNER CABLE

Great Performances. Every Day.

Warner Cable of Greater Akron Channel Line-Up



	Pos.	Programming		Pos.	Programming	UG
Basic Tier	2	WKYC/NBC - CH 3	A La Carte	35	Discovery	
	3	WDL/IND - CH 17		36	American Movie Classics	
	4	WAKC/ABC - CH 23		37	WTBS	
	5	WVIZ/PBS - CH 25	Expanded A La Carte	38	WGN	
	6	WUAB/IND - CH 43		39	ESPN2	
	7	Warner Video Pages/Community Access		40	Comedy	
	8	WBNX/IND - CH 55		41	The Cartoon Channel	
	9	WJW/CBS - CH 8		42	E!	
	10	WEAO/PBS - CH 45		43	Country Music Television	
	11	WEWS/ABC - CH 5		44	The Learning Channel	
	12	WOAC/IND - CH 67		45	Bravo	
	13	WOIO/FOX - CH 19		46	Court TV	
	14	QVC		47	C-SPAN II	
Satellite Tier	15	Black Entertainment Television	Optional	48	VISN	
	16	VH - 1		49	Local Programming	
	17	Consumer News & Business		50	Pay Per View Previews	
	18	Headline News		51	Pay Per View 1	
	19	USA		52	Pay Per View 2	
	20	Nickelodeon		53	The Movie Channel	
	21	CNN		54	Cinemax	
	22	Lifetime		55	The Disney Channel	
	23	MTV		56	Showtime	
	24	ESPN		57	Home Box Office	
	25	TNT		58	Home Box Office 2	
	26	Arts & Entertainment		59	Home Box Office 3	
	27	The Family Channel		60	Showtime 2	
	28	The Weather Channel		61	FLIX	
	29	The Nashville Network		62	Pay Per View 3	
	30	SportsChannel Ohio		63	Pay Per View 4	
	31	C-SPAN I		64	Pay Per View 5	



WARNER CABLE

Great Performances. Every Day.

THE 9000 TERMINAL

Featuring

Keypads on front of terminal

Message indicator light

Timer indicator light

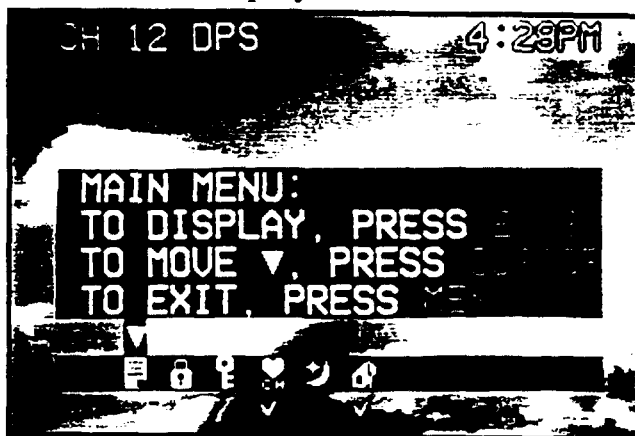
Picture symbols with checkmark display

Benefit

Easy to access
Convenient to stack

"At a glance" notice

"At a glance" note taping in progress



Main Menu:
To display, press Enter;
To move ▼, press Cursor;
To exit, press Menu

Pay-Per-View movie menus; program guides; program timer selections; parental control features; converter options; multiple page announcements; and more.



CH Lockout Definition:
To Lock/Unlock Channels,
First select 
to Enter Passcode

Parental control by individual channel or by all Pay-Per-View.



Channel Lockout Key:
Viewing is Denied;
To Allow viewing, Press Enter

Customer selectable/changeable 4-digit Passcode.



Favorite Channels
Channel is on
 Favorite List;
To remove, Press Enter

Unlimited favorite channel memory with dedicated selection key.



Sleep Timer:
Timer is not active;
To change, Press Enter

Sleep timer selectable through on-screen display in 30, 60, 90 and 120 minute increments.



Private Messages:
You have a message to view,
Press Enter

Timely receipt of key information from your cable company.

THE 9000 TERMINAL

Featuring

Benefit

Program timer

Taping at your convenience
Advance order Pay-Per-View with
automatic program tune-in

Pay-Per-View ordering

"Instant" ordering without use of
phone

Easy on-screen ordering guide

Just push a button

Remote controlled. . .

Frequently used buttons in
upper section

Handy to use

"Last channel" button

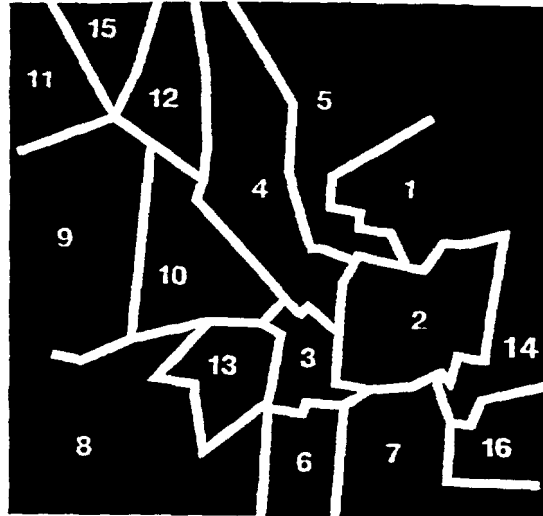
Quick and easy channel change
Jump between two favorite
programs

Menu control key names

Familiar terms

Menu
Cursor
Enter

GREATER AKRON AREA UPGRADE
Warner Cable
A Time Warner Entertainment Company



RELEASE AREA	COMMUNITY BOUNDARIES	HOMES PASSED	MARKETING ACTIVITIES COMPLETE
1.	Howe Ave./North St. Brittain Rd./Main St.	5,838	Feb. 94
2.	North/I-76 Route 59/Brittain Rd.	8,426	Feb. 94
3.	Exchange St./Steiner Ave. Rt. 59/Rt. 8	2,676	Mar. 94
4.	Akron Peninsula Rd/Exchange St. Portage Path/Downtown Akron	7,383	Mar. 94
5.	Cuyahoga Falls Ave./Cuyahoga River Furnace St./Main St.	6,626	Apr. 94
6.	Steiner Ave./Rt. 224 S. Main St/I-77	6,883	Apr. 94
7.	I-76/Rt. 224 I-77/Hillbush Ave.	8,520	May 94
8.	Wooster Ave./East Ave. Manchester Rd.	8,577	May 94
9.	W. Market St./Frank Blvd. Greenwood Ave./Wooster Ave.	5,277	May 94
10.	Exchange/Opportunity Parkway Wooster Ave./Greenwood Ave.	9,270	Jun. 94
11.	Frank Blvd./Hawkins Ave.	2,351	Jun. 94
12.	Hawkins Ave./W. Market St. N. Portage Path	4,123	Jun. 94
13.	Kenmore Blvd./Manchester Rd. Bartges St./Firestone Parkway	5,081	Jun. 94
14.	I-76/Brittain Rd. Eastwood Ave.	5,904	Jul. 94
16.	Rt. 76/Seiberling St. Triplett Blvd.	6,699	Jul. 94
15.	N. Hawkins Ave./Sand Run Parkway with Fairlawn	7,000	Jul. 94

GREATER AKRON AREA UPGRADE**Warner Cable***A Time Warner Entertainment Company*

COMMUNITY BOUNDARIES	HOMES PASSED	MARKETING ACTIVITIES COMPLETE
Wadsworth/Wadsworth Township	8,090	Mar. 94
Fairlawn with Release Area 15	2,635	Sep. 94
Cuyahoga Falls A	9,239	Oct. 94
Cuyahoga Falls B	9,299	Nov. 94
Muaroe Falls	1,538	Nov. 94
Silver Lake	1,268	Nov. 94
Stow A	5,819	Nov. 94
Stow B	5,819	Dec. 94
Tallmadge	6,100	Dec. 94
Barberton	12,699	Dec. 94
Coventry Township	31	Jan. 95
Doylestown	706	Jan. 95
Norton	3,295	Jan. 95
Lakemore	984	Jan. 95
Mogadore	1,418	Jan. 95
Springfield Township	3,801	Jan. 95

OPERATIONS OVERVIEW

Pre-Upgrade

- 39 Total Channels of Programming
- 2 Channels of Pay-per-View Programming

Post-Upgrade

- 59 Total Channels of Programming
- 5 Channels of Pay-Per-View Programming

	<u>Greater Akron Area</u>	<u>City of Fairlawn</u>
● Miles of Cable	1,560	39
● Homes Passed by Cable	173,794	2,644
● Customers	102,267	2,106
● Schools Served (Public, Private and Parochial)	145	1
November month-end data		
● 1992 Franchise fees	\$1,600,000	\$30,457

**WARNER CABLE
GREATER AKRON AREA
SYSTEM-WIDE UPGRADE**

Q & A/ISSUES

Why is Warner doing an upgrade anyway? I'm satisfied with what I have now and think it's just a way for them to raise their rates?

Warner Cable is under contract to this community to provide television programming that is of both interest and benefit to this community. Our contract, or franchise as we call it, insures we continue to receive quality, cost effective, services with the latest in technology in mind. This upgrade will do just that, as well as, possibly attract or contribute to more economic development of our community because of the type of communications equipment being installed.

Then why does it take so long, or we have to wait so long to get these new services?

Warner's upgrade is being done in two phases. The first was the construction phase which required replacement of most of the existing cable to introduce the new fiber optic technology. This meant starting at their main technical facility which happens to be located in Akron, and work outward, through all the City of Akron and then toward the suburban areas. This construction phase will be on-going throughout the year. However, since some of the construction is finished, the second phase is to market some new channels and services. That phase will be conducted in the same manner, and Warner will work outward again.

Why did they need to introduce fiber optics? I keep hearing a lot about it but don't really understand the benefits?

You currently receive your cable signals on a cable made of a material that allows easy carriage of those signals. A fiber cable is made of a material that can not only carry more signals, so you can receive more channels, but also it does not require the use of as much extra equipment to bring that signal to you. Decreasing the amount of extra equipment means fewer technical problems that could occur thus fewer interruptions of your cable service.